ROBERT SEAVER & SONS

The MASTERLY TOUCH

279 WASHINGTON STREET, BOSTON

Phone CAPitol 2215

K14L
100-

The Masterly Touch

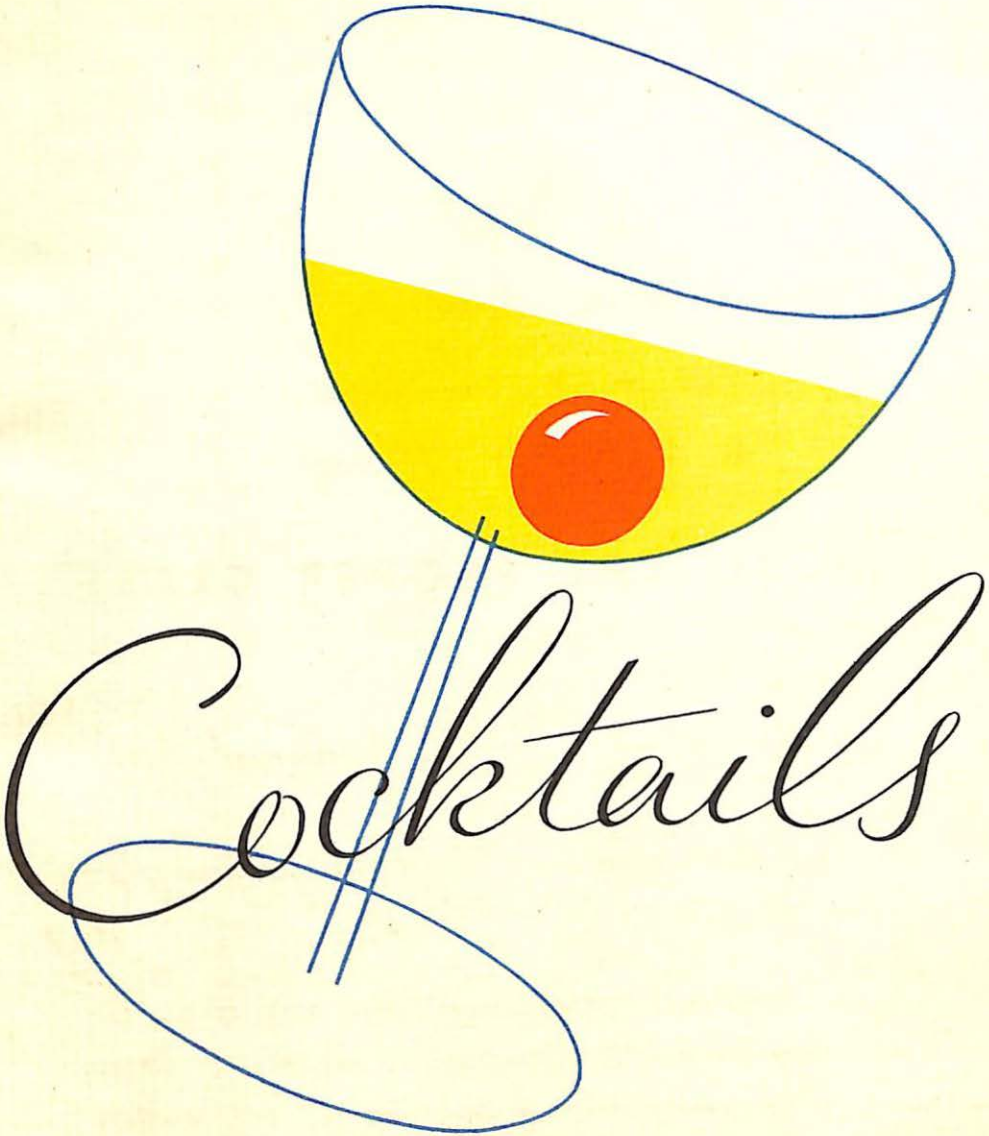
Copyrighted 1934 by
Canada Dry Ginger Ale, Incorporated

Haven't you wished sometime for a new cocktail, when your favorites begin to weary your taste? Or for a different long, tall drink from the ones you've been constantly making?

You'll find them in this book. Some have the authentic stamp that comes from long years of popularity. Others may be new to you, but just as appetizing and delicious as the old ones. Particularly when you come to the long, tall drinks, you'll find many a recipe that is worth trying. Special attention has been given to this section to make it just about as complete a collection of drinks for the evening as the limits of a modest stock of liquors will allow.

All in all, this is a practical book. It contains no recipes which haven't been tried and proved. It goes farther, too, than merely listing drinks. In graphic fashion you'll find told the proper glasses to use for each drink... the accessories and foods that go best with them... and other valuable bits of lore.

In this new era of gracious living, it is necessary to know the essentials of the fine old art of mixing drinks. People of culture look upon the blending of a cocktail or the mixing of a long, tall drink as an important social requisite. The foundation knowledge in these pages is authentic. It will be of practical value to the person who would really know what to drink, when to drink it, and how to drink it.


Cocktails

KEY TO THE STRENGTH

★ *Weak*

★ ★ *Mild*

★ ★ ★ *Average*

★ ★ ★ ★ *Strong*

KEY TO THE PROPER GLASS

Sour glass

Old-fashioned glass

Cocktail glass

Champagne glass

The real purpose of cocktails is to put an edge on the appetite. They are strictly correct before luncheon or dinner. But, in the United States, it is becoming a custom to serve cocktails in the afternoon and occasionally after dinner, too.

These are Served with Cocktails

Cherries in creme de menthe and maraschino

Salted pistachio kernels

Olives — unstuffed or filled with pimento, almonds, or onions

BACARDI

2 jiggers Bacardi Rum
juice 2 limes • a little sugar
a little Grenadine • crushed ice
shake, strain and serve

BIJOU

1 pony Cinzano Vermouth
1 dash Orange Bitters
1 pony green Chartreuse
1 pony Canada Dry's Gin
a little ice • stir and serve

BRANDY

1 dash Angostura Bitters
1 dash Canada Dry's Gin • 1 jigger Brandy
a little ice • stir and serve

BRONX

1 jigger Canada Dry's Gin
1 jigger Cinzano Vermouth
juice ¼ orange • small piece of ice
stir and add piece of orange peel

CHAMPAGNE

1 lump sugar • 2 dashes Angostura Bitters
twist of lemon peel
fill with iced champagne
or The Champagne of Ginger Ales

You'll Need These to Mix Cocktails

For shaking cocktails

For stirring cocktails

Footed cocktail glass

CLOVER CLUB

1 jigger Canada Dry's Gin
white of egg • juice of 1 lime (or lemon)
dash of Grenadine • crushed ice
shake, strain and serve

Salted almonds and pecans

DRY MARTINI

dash of Orange Bitters
1 jigger Canada Dry's Gin
½ jigger French Vermouth
½ jigger Cinzano Vermouth
a little ice • stir and strain

Stem glass

GRAPEFRUIT JUICE

1 jigger grapefruit juice
1 jigger Canada Dry's Gin
2 teaspoons Grenadine
crushed ice • shake and serve

Cocktail onions

Frappe straws

GIN

dash Orange Bitters
1 jigger Canada Dry's Gin
small sliver of ice • stir

Fresh pineapple

Cocktail spoons

GINGER ALE

lump of ice • 2 dashes Angostura Bitters
1 whole lemon peel
fill with Canada Dry Ginger Ale • serve

Lemons, limes, oranges

JACK ROSE

juice 1 lime • 1 pony Grenadine
2 ponies applejack • crushed ice
shake and strain

MANHATTAN

1 dash Orange Bitters
1 jigger Cinzano Vermouth
1 jigger Cedarbrook Whiskey • a little ice
stir, strain, and serve with cherry

NEW ORLEANS

1 dash Orange Bitters
1 jigger Cinzano Vermouth • a little ice
shake, strain, and fill with
Canada Dry's Sparkling Water

OLD-FASHIONED

¼ lump sugar
a spoonful of Canada Dry's Sparkling Water
1 dash Angostura Bitters • mash in glass
1 lump of ice • 1 jigger Cedarbrook Whiskey
add ¼ slice of lemon
¼ slice of orange, and a maraschino cherry
a small slice of fresh pineapple is also added

ORANGE BLOSSOM

1 pony orange juice
1 pony Canada Dry's Gin
1 pony Cinzano Vermouth • crushed ice
shake and serve

Glass fruit knife

Lemon squeezer

Canapes; Anchovy

Bitters shaker

Caviar

Minced ham

PARADISE

1 pony orange juice 1 pony Apricot Brandy
1 pony Canada Dry's Gin
a little ice • shake and strain

Ice crusher

PINK LADY

1 white of egg • 4 dashes of Grenadine
1 tablespoon Brandy
1 jigger Canada Dry's Gin
a little ice • shake and strain

Pate de fois gras

SAZERAC

a few dashes of Peychaud Bitters (or Angostural)
dash Absinthe • dash Cinzano Vermouth
lump of ice
1 jigger Old Log Cabin (or Johnnie Walker)
stir and serve with maraschino cherry

A jigger (2-ounce) glass

SHERRY

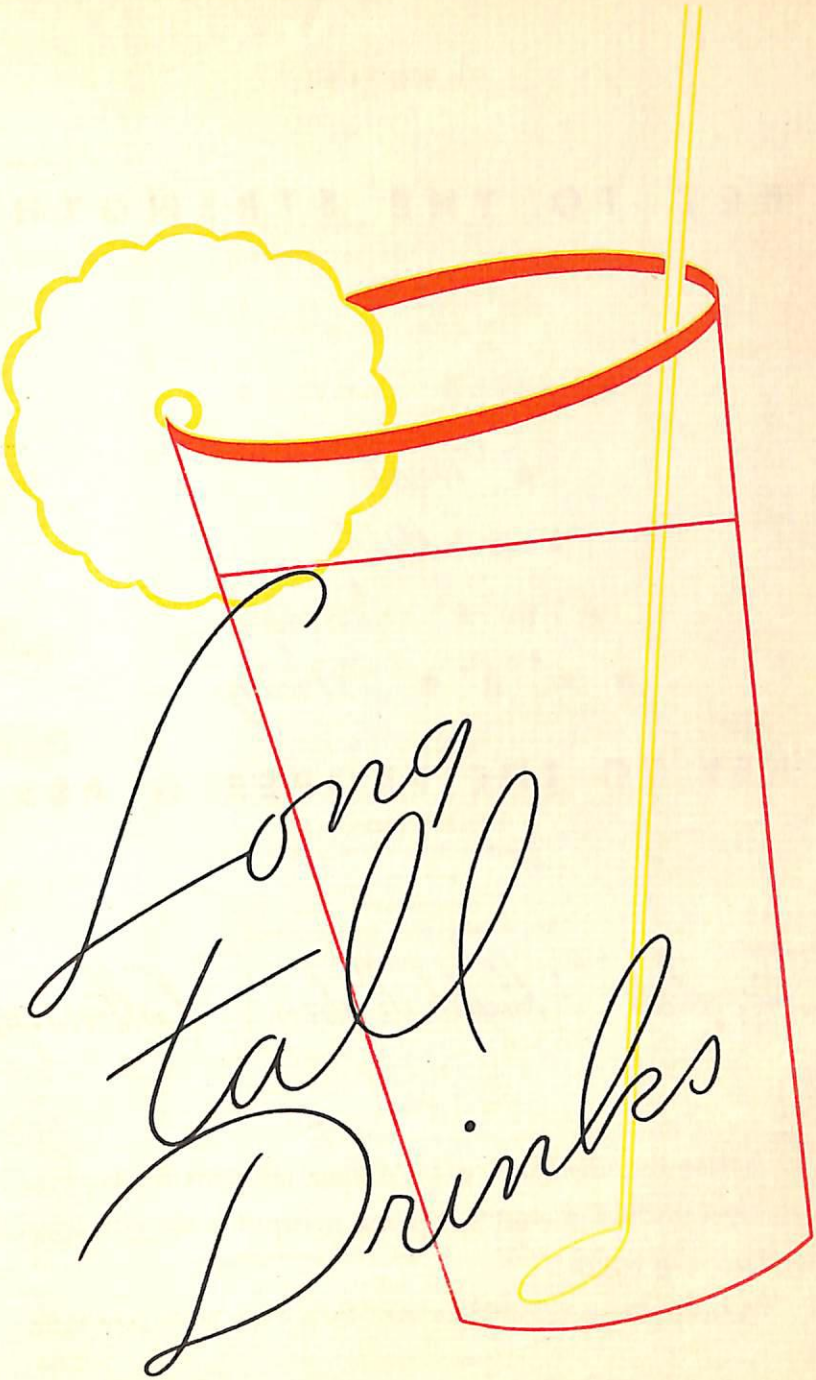
1 dash Cinzano Vermouth
1 dash Orange Bitters
1 glass Sandeman Sherry
a little ice • stir and serve

Sardines

SIDE CAR

1 pony lemon juice
1 pony brandy • 1 pony Cointreau
crushed ice • shake and serve

A pony (scant ounce) glass


Long
tall
Drinks

KEY TO THE STRENGTH

★ *Weak*

★ ★ *Mild*

★ ★ ★ *Average*

★ ★ ★ ★ *Strong*

KEY TO THE PROPER GLASS

Fizz glass *Highball glass* *Collins glass*

Speaking broadly, the time for a long, tall drink is whenever you feel thirsty. But mostly, they are enjoyed in the afternoon and evening hours.

The proportions are often varied to suit the individual taste.

To serve with long, tall drinks

Pretzels

Cheese sticks

BISHOP

½ spoon sugar • 1 dash lemon juice
3 dashes orange juice • a little water
3 lumps of ice
fill with Sandeman Port
stir and decorate with fruit

BOSTON COOLER

juice ½ lemon • ¼ spoon sugar
1 jigger rum
fill with Canada Dry's Sparkling Water

BRANDY JULEP

use a large mixing glass
4 sprigs mint • ½ spoon sugar
1 pony water
crush well . . . fill Collins glass ⅔ full of
crushed ice and allow glass to frost
strain contents of mixing glass
on top 1½ jiggers of brandy
decorate with sprigs of mint and fresh fruit

GIN BUCK

1 jigger Canada Dry's Gin
½ lemon lightly squeezed and dropped in glass
1 lump ice
fill with Canada Dry Ginger Ale

To make them

Corkscrew

Bottle Opener

Glass fruit knife

Edam cheese

GIN FIZZ

juice ½ lemon • ½ spoon sugar
1 jigger Canada Dry's Gin
stir, add a little crushed ice and fill with
Canada Dry's Sparkling Water

Mint crusher

GOLDEN FIZZ

juice ½ lemon • ½ spoon sugar
yolk 1 egg • 1 jigger Canada Dry's Gin
shake well, strain into glass, add a little crushed
ice • fill with Canada Dry's Sparkling Water

Cheese and crackers

GRENADINE FIZZ

juice ½ lemon • ½ spoon sugar
1 pony grenadine • 1 pony milk
1 jigger Canada Dry's Gin
stir well, add a little crushed ice
fill with Canada Dry's Sparkling Water

Powdered sugar

HAWAII COOLER

whole orange peel • juice 1 orange
1 jigger Cedarbrook Whiskey
1 lump ice, stir and fill with
Canada Dry Ginger Ale

Cold cuts

HIGHBALL

Loosely applied, a highball is a jigger of any liquor blended with ginger ale or sparkling water as best suits your taste—iced and served

Jigger—2 ounces

PORT OR SHERRY HIGHBALL

1 jigger Sandeman Dry Sherry or Port
2 lumps ice • fill with Canada Dry Ginger Ale

Bolognas—of all kinds

WHISKEY FIZZ

juice ½ lemon • 1 spoon sugar
1 jigger Cedarbrook or Old Log Cabin
shake, strain
fill with Canada Dry's Sparkling Water

MAMIE TAYLOR

juice ½ lime • 2 lumps ice
1 jigger Johnnie Walker Whiskey
fill with Canada Dry Ginger Ale

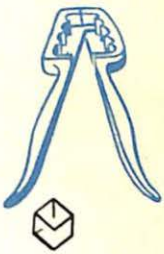
MINT JULEP

in mixing glass put three sprigs mint
½ spoon sugar • 1 pony water • crush well
1½ jiggers of Cedarbrook
fill Collins glass ⅔ full of crushed ice and
allow to frost • strain mixture over top,
decorate with sprigs of mint and fruit

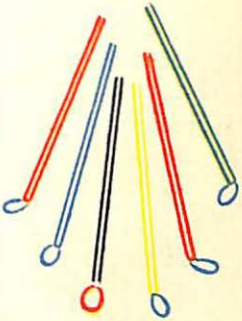
Pickles—both
sweet and sour

SHANDY GAFF

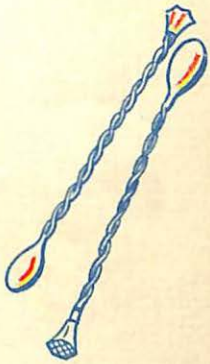
½ Canada Dry Ginger Ale
½ Ale, beer or porter



Ice crusher



Straws



Highball spoons

Mint

ROYAL FIZZ

juice ½ lemon • ½ spoon sugar
1 jigger Canada Dry's Gin
whole egg • stir, add a little crushed ice
fill with Canada Dry's Sparkling Water

RICKEY

juice and rind of 1 lime • 1 lump of ice
1 jigger Canada Dry's Gin
fill with Canada Dry's Sparkling Water

Lemons

STONE FENCE

2 lumps ice • 1 jigger Cedarbrook
fill glass with cider • serve with spoon

TOM COLLINS

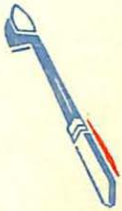
juice ½ lemon • ½ spoon sugar
1 jigger Canada Dry's Gin • shake, strain
fill with Canada Dry's Sparkling Water

Oranges

JAP FIZZ

juice ½ lemon • 1 spoon sugar
½ jigger Cedarbrook Whiskey
½ jigger Sandeman Port
white 1 egg • crushed ice
shake and fill with Canada Dry's Sparkling
Water, serve with slice of fresh pineapple

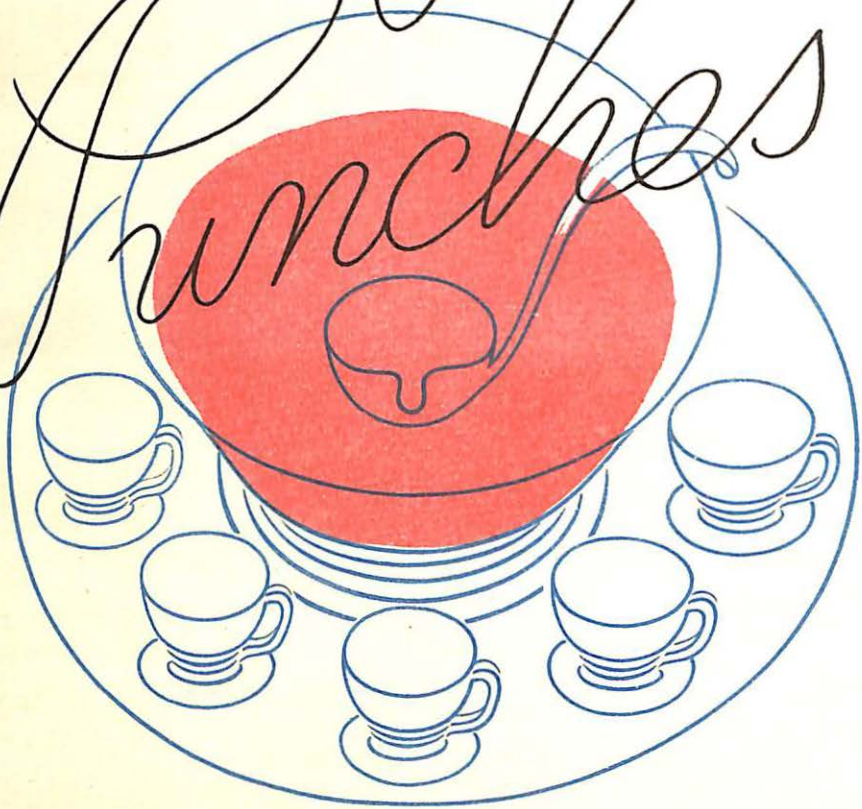
Cheese board



Cheese scoop

Pretzel holder

A few Lunches



A happy solution to the hostess eternal dilemma of what to serve in the way of drinks at a big party, is a punch. It's all made at once. After that the guests just help themselves.

BRANDY PUNCH

1 pint brandy
1 12-oz. bottle Canada Dry Ginger Ale
1 pint rum • 3 oranges sliced
2 lemons sliced • 1 pound sugar

CHAMPAGNE PUNCH

1 pint champagne • 1 pint Burgundy
1 12-oz. bottle Canada Dry's Sparkling Water
1 sliced orange • 2 lumps sugar
Canada Dry Ginger Ale can be substituted for champagne

CIDER PUNCH

(fine for a Hallowe'en party)

2 quarts cider
1 big bottle Canada Dry's Sparkling Water
1 wineglass brandy • 1 wineglass applejack
1 wineglass curacao • 2 oranges sliced
1 lemon sliced
1 bottle maraschino cherries

CLARET PUNCH

juice 6 lemons • 2 ponies curacao
2 ponies brandy
tablespoon sugar • 2 quarts claret
2 big bottles Canada Dry's Sparkling Water

FISH HOUSE PUNCH

½ lb. sugar • 1 pint lemonade
1 quart rum
½ wineglass peach brandy
1 pint brandy
add water until desired strength is reached

GIN PUNCH

2 quarts grapefruit juice
2 quarts Canada Dry's Gin
¼ cup Grenadine
decorate with fruits, cherries, or mint

MILK PUNCH

1 jigger Cedar Brook
½ spoon sugar
fill ¾ full with milk
shake, strain, serve with nutmeg on top

SHERRY PUNCH

6 whites of eggs beaten to a froth
stir in ½ pound sugar
juice of 6 lemons • juice of 2 oranges
1 quart Sandeman sherry • 1 quart rum
stir thoroughly

PORT WINE PUNCH

1 pint Sandeman Port
½ pint brandy • 1 pint water
1 quart tea
4 lemons sliced
1 lb. sugar
do not serve with other fruit or decorations

WHISKEY PUNCH

3 glasses orange juice
2 glasses lemon juice • 1 cup sugar
2 big bottles Canada Dry Ginger Ale
1 12-oz. bottle Canada Dry's Sparkling Water
1 quart Cedar Brook
dress with sliced fruit

HOT TEA PUNCH

½ lb. sugar • juice one lime
1 sliced lemon
½ pint brandy • ½ pint rum
1 wineglass curacao
add 1 pint hot tea
stir in beaten whites of 4 eggs
heat further on stove if desired

for

THE MASTERLY TOUCH

CANADA DRY PRESENTS

Cinzano Vermouth— The favorite vermouth of connoisseurs all over Europe. It's not too sweet and not too dry but just right for cocktails or a delightful aperitif.

A distinctive dry gin— Canada Dry's Gin is cocktail-tested. The delicate bouquet and mellow, satiny flavor make it the master-mixer. Distilled, of course, and full strength.

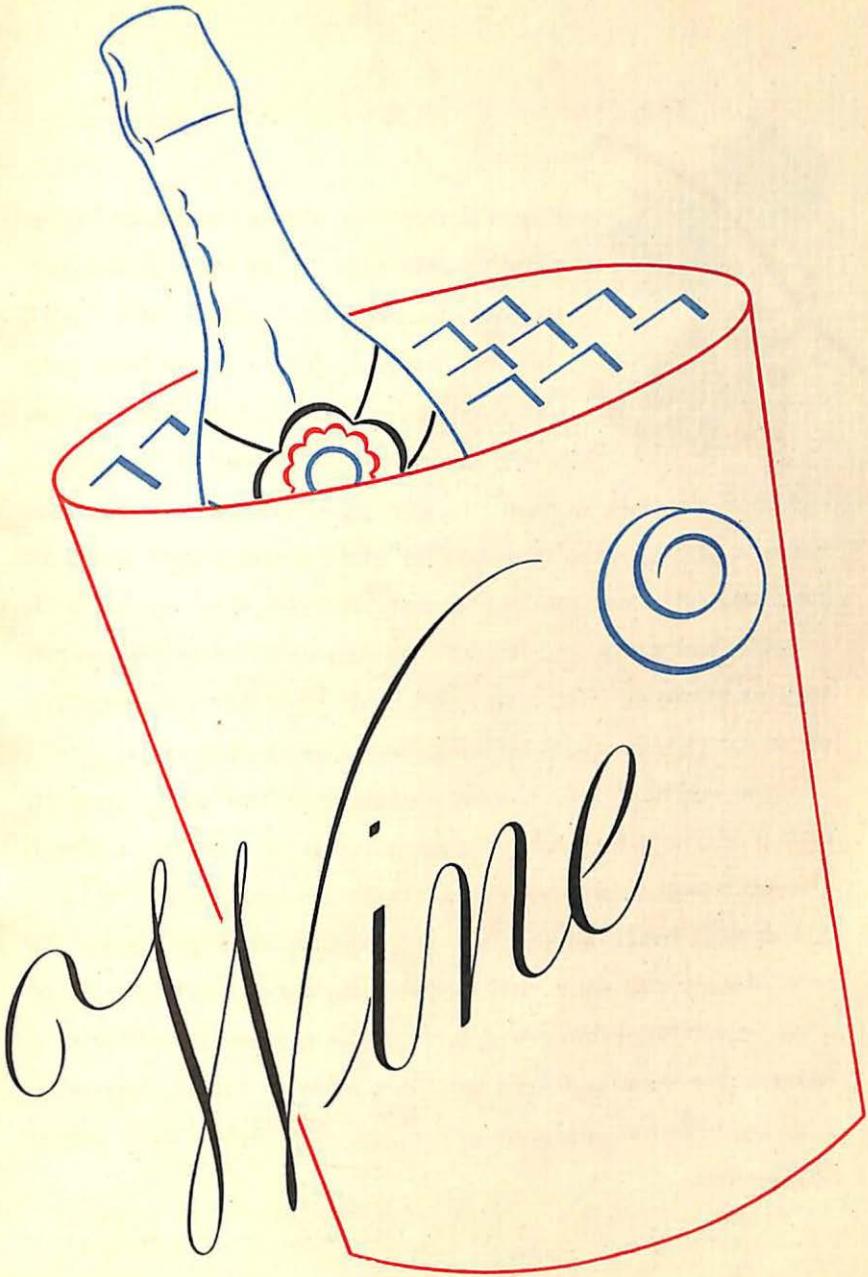
Two fine whiskeys— Cedar Brook Rye Whiskey, a blend, and Old Log Cabin Bourbon Whiskey, a blend, are superb whiskeys. Full 90 proof. In *full* quarts and pints.

The Champagne of Ginger Ales— Canada Dry Ginger Ale doesn't merely mix...*it blends!* More sparkle, flavor, and balance. Yet it costs no more than ordinary ginger ales.

Canada Dry's Sparkling Water — Livelier because it has "pin-point" carbonation. And keeps its sparkle. Comes in big bottles that make 5 to 8 tall drinks. Also in 12-oz. bottles. A "dry" mixer.

Johnnie Walker Scotch — There's no finer Scotch than Johnnie Walker. The red-labelled bottle is the most popular in the world. The black-labelled is guaranteed to be 12 years old. Born 1820 and still going strong. The smooth, peaty flavor will tell you why.

Sandeman Wines — Port, Sherry and Madeira . . . backed by the name of this fine old English house famous since 1790. Sandeman inspect every step in bringing them from the grape to you. They are aged wines of exceptionally fine quality. You cannot find finer wines if you search the world.


Wine

It is important to know what type of wine to serve and how to serve it. Wines are roughly divided into "white" and "red." "White" wines range in shade from pale yellow to a dark, rich, golden color. White wines are generally lighter in texture . . . higher in alcoholic content . . . and dry rather than sweet. Thus it is with good reason that we find white wines at one place on the menu of a well-planned dinner, and red wines at another.

Aside from color and texture and degree of sweetness, wines vary so markedly in bouquet and flavor that wines with certain particular characteristics have become known as types.

There may be thousands of variations within the type . . . ranging from a rare imported vintage chateau wine to a domestic blend. The more important types are listed on the next page.

The most astute thing to do in buying wine is to decide the type of wine you want, and then rely on the proved integrity of a well-established firm name and on the recommendations of a dependable wine merchant for the particular brand and year. Your own palate and your purse will naturally be final judges of the matter.

Light dry white wines

Rhine Wines • Light Sauternes • Alsatian Wines • Dry Catawba
White Graves • White Burgundies • Light Dry Sherry • Dry Champagne

Full red wines

Claret • Burgundy • Chianti

Heavy sweet white wines

Sweet Sauternes • Madeira • Sweet Champagne

Heavy sweet red wines

Port

Brandies and Liqueurs

Cognac • Peach, Cherry or Apple Brandy • Chartreuse • Cointreau
Benedictine • Kummel • Creme de Cacao • Creme de Menthe

THE FORMAL DINNER

with hors d'oeuvres, oysters or appetizers

A LIGHT DRY "WHITE" WINE

•

with the soup

A LIGHT DRY WINE
USUALLY "WHITE"

•

with the entrée

... if it's fish
ALWAYS A LIGHT DRY "WHITE" WINE

... if it's meat or game
A LIGHT RED WINE

... if it's poultry
EITHER A LIGHT "WHITE" OR A LIGHT RED WINE

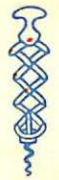
Do's and Don't's

Serve a light, dry white wine in a claret glass Chilled to 45°.

Champagne is served in a champagne glass. Chilled to 35°.

Sherry and Madeira are served in a 2 oz. glass at room temperature (68°).

Do's and Don't's



Open wines gently with this kind of corkscrew.

Put white wines in refrigerator 2 hours before serving.

Champagne is always served in a special pail.

Red wines are served in claret glasses at room temperature.

Dessert wines are served in 2 oz. glasses at room temperature.

Cordials are served in liqueur glasses at room temperature.

White wine always precedes red wines.

with the main course

... if it's meat or game

A FULL RED WINE

... if it's poultry

A MEDIUM "WHITE" WINE

OR FULL RED WINE

●

with the dessert

... heavy sweet wines

EITHER "WHITE" OR RED

●

with the demi-tasse

BRANDY

OR LIQUEURS

*Both sherry and champagne are "white" wines that can be served throughout the meal. A dry variety being served first and followed with a sweeter one. Champagne is always chilled; sherry served either at room temperature or slightly chilled.

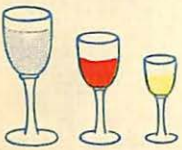
Red wines are carried and often served from this basket.

A napkin around the neck of the bottle keeps wine from dripping.

Carry wine gently and *never* shake the bottle.

Let red wines stand 24 hours before serving.

Light wines precede heavy wines



How glasses are placed on table.

A "still" wine doesn't effervesce.

A "sparkling" wine effervesces.

THE INFORMAL DINNER

COCKTAILS FIRST OR SHERRY

To drink before the main course

A LIGHT DRY "WHITE" WINE

●

To drink with the main course

A FULL "WHITE"
OR FULL RED WINE

●

After dinner if you wish

A BRANDY OR LIQUEUR

●

Sherry or Champagne, if not too dry or too sweet, can be served all through the meal.

LUNCHEON

Only one wine is served at luncheon, usually a light wine, either white or red. Sherry or Madeira is excellent.

●

OCCASIONAL WINES

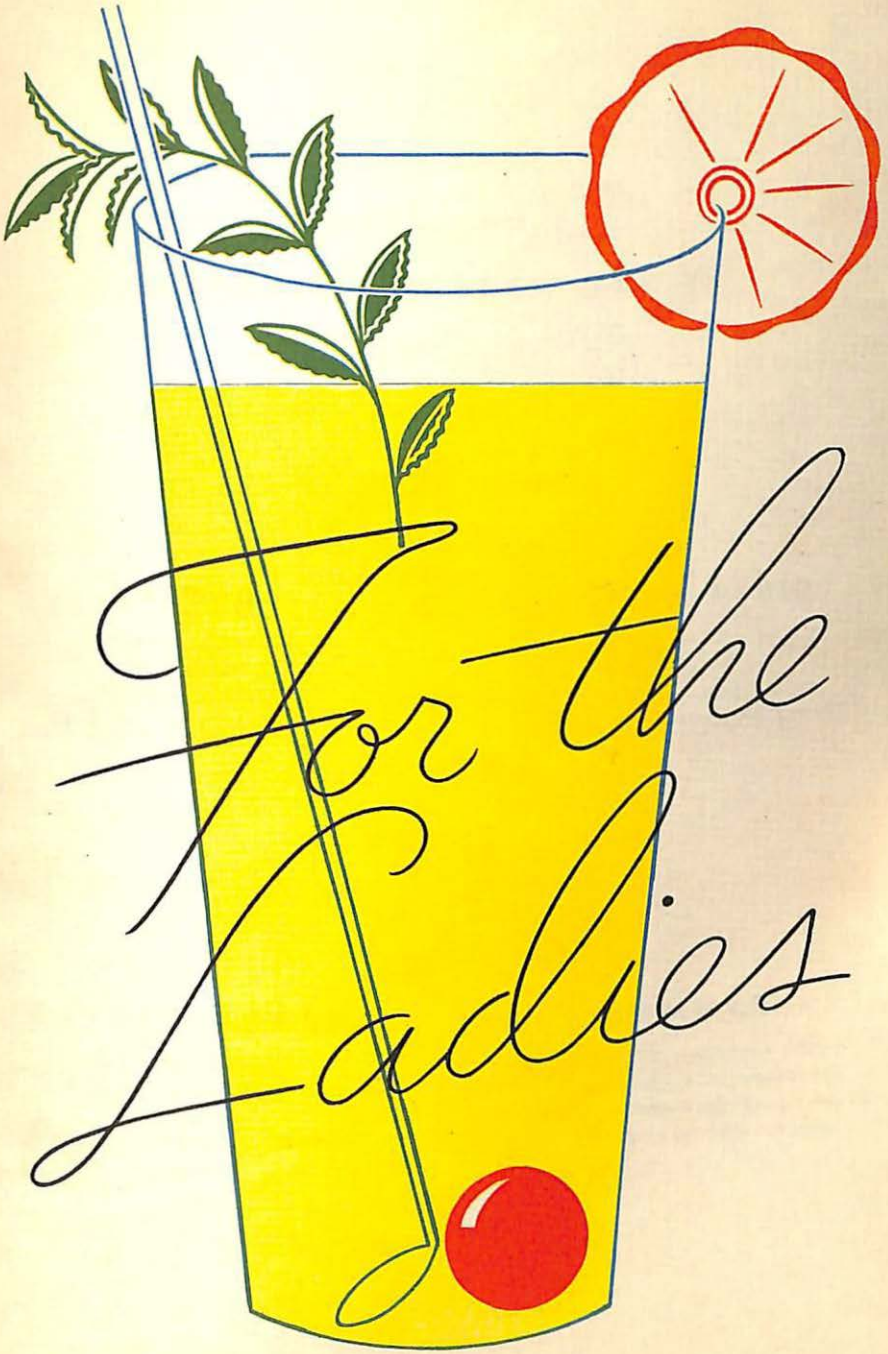
Port, sherry, and Madeira can be enjoyed at any time, because they do not require icing and keep well (sherry especially) in a decanter. An afternoon glass of these wines is always a treat for guests. Port and sherry are also fine tonics.

Port, Sherry and Madeira keep well in a decanter.

Fill glasses only half full when serving wine.

Store wine bottles on their sides.

The host should always taste the wine first before serving the other guests.


for the ladies

IF SHE LIKES THEM WEAK

Cocktails

CIDER NOG

½ spoon sugar
1 egg
1 jigger cider
shake well with a little ice and serve

DUPLEX

2 squeezes orange peel
½ French Vermouth
½ Cinzano Vermouth
a little ice • stir and serve

Long tall drinks

DUMMY

1 pony grenadine • juice 1 lime
½ spoon sugar • 2 lumps ice
fill with Canada Dry's Sparkling Water
decorate with fruits or cherries

CINZANO HIGHBALL

a twist of lemon peel
1 jigger Cinzano Vermouth
2 lumps ice
fill with Canada Dry's Sparkling Water

IF SHE LIKES THEM SWEET

ALEXANDER

⅓ Canada Dry's Gin
⅓ sweet cream
⅓ Creme de Cacao
shake well with a little ice

BRANDY SCAFFA

⅓ Maraschino
⅓ brandy
2 dashes Angostura Bitters on top
shake with a little ice and serve

SCOTCH NICK

cut rind of lemon in one long peel
1 lump ice in glass
drape lemon peel inside glass
1 jigger Johnnie Walker
fill with Canada Dry Ginger Ale

PORT WINE SANGAREE

½ spoon sugar
1½ jiggers Sandeman Port
fill with Canada Dry's Sparkling Water
do not ice but chill
decorate with sliced fruit

IF SHE LIKES THEM COLORFUL

CREOLE LADY

2 maraschino cherries
1 pony maraschino juice • 1 pony Old Log Cabin
1 pony Sandeman Madeira
a sliver of ice, stir and serve

EMERALD ISLE

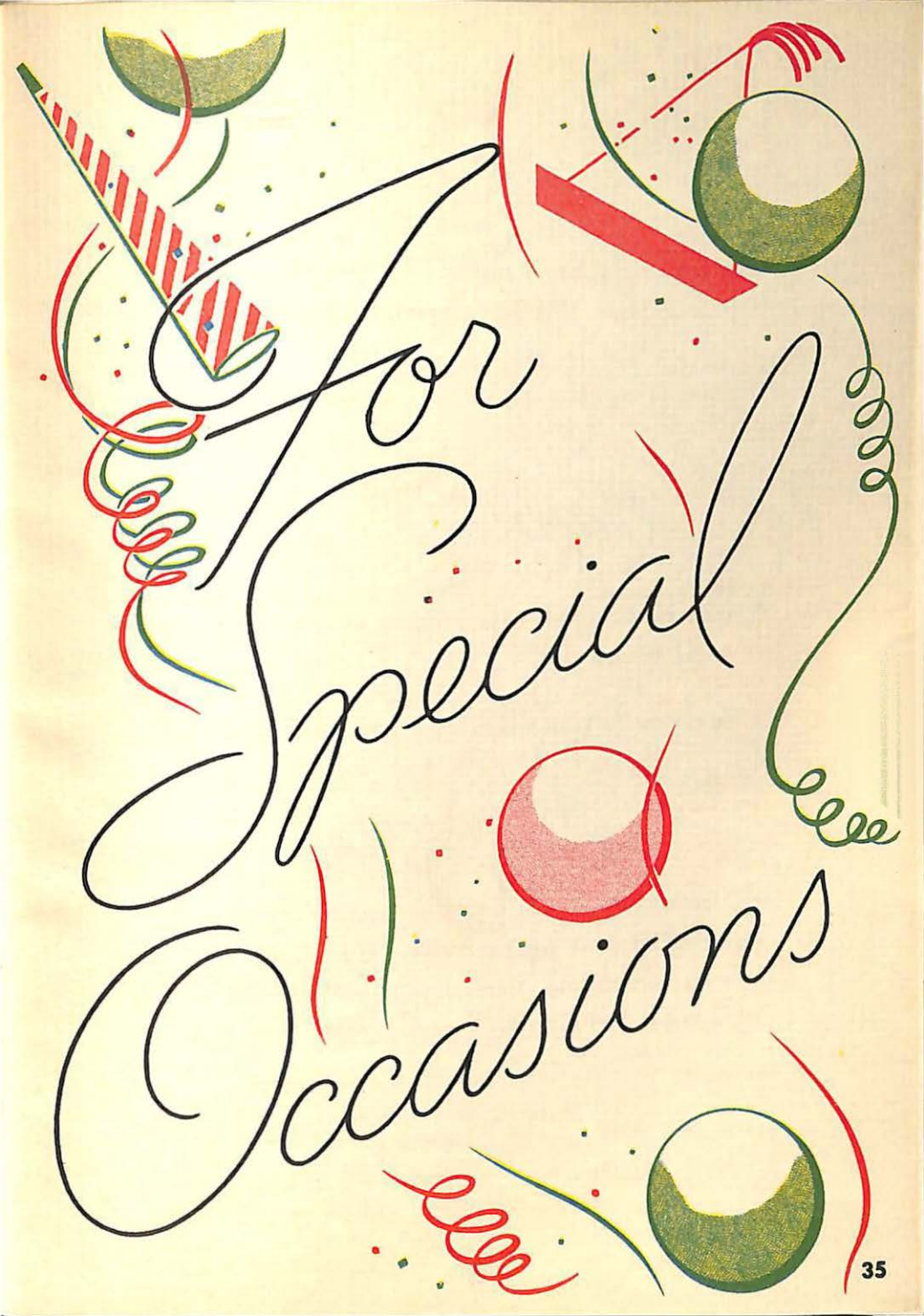
½ pony Creme de Menthe
1 jigger Canada Dry's Gin
3 dashes Angostura Bitters
shaved ice • shake and serve

BRIDGE PUNCH

juice ½ lemon
2 cubes ice
½ of a 12-oz. bottle of Canada Dry Ginger Ale
float glass of claret on top
dress with fruits and serve

STRAWBERRY FIZZ

1 pony strawberry syrup (or Grenadine)
juice ½ lemon • 2 cubes ice
1 jigger Canada Dry's Gin
shake, strain and
fill with Canada Dry's Sparkling Water
dress with sliced fruit or ripe strawberries


For Special Occasions

It is an old and salutary custom after taking a drink "neat" to drink a chaser. We recommend these:

Canada Dry Ginger Ale

Canada Dry's Sparkling Water • a small glass of beer

A little something to help you relax and sleep often comes in handy. Here's one:

¼ rum • ¾ milk

The milk can be heated, but not boiled, for cold wintry nights.

This fine old drink has become a rite in many homes for holiday entertaining. There are many ways of making it but this recipe is particularly recommended:

For an individual portion use a mixing glass

½ spoon sugar • one egg

Fill ¾ full of milk

Add rum, brandy or Cedar Brook Whiskey

Shake well • Dust nutmeg on top

A cold weather drink

This drink was once the most popular potation in the country after the first frost. It's called a Tom & Jerry.

Beat six eggs well, adding powdered sugar until very thick,
working out all the lumps
Pour teaspoons of this into a goblet or mug
½ jigger brandy
½ jigger Jamaica Rum
Fill with very hot water
Add nutmeg and serve with napkin

A cooler in hot weather

Many pleasant summer-time drinks are found in the long, tall drink section of this booklet. Here's another which has no alcohol at all:

Use a collins glass
3 or 4 sprigs af mint
2 lumps of ice
Fill with Canada Dry Ginger Ale

FOR YOUR OWN FAVORITE RECIPES

WHAT LIQUORS TO STOCK

ABOUT 75% of the drinks given in this book can be made up with only a modest outlay for liquors. The eleven bottles shown in the shelf below are all you need.

Old Log Cabin Whiskey • Cedar Brook Whiskey • Johnnie Walker Scotch • Cinzano Vermouth
Sandeman Port and Sherry • Canada Dry's Sparkling Water • Orange bitters • Grenadine
Angostura bitters • Canada Dry's Gin • Canada Dry Ginger Ale

WHAT GLASSES TO HAVE

Top shelf (left to right)

Collins • Highball • Straight • Cocktail • Old-fashioned • Decanter

Middle shelf: Dessert Wine Glasses and Decanter • Liqueur • Sherry • Port

Champagne (stem) • Water Goblet

Lower shelf: Punch Bowl and Glasses

With Our Compliments

WE HOPE YOU FIND THIS BOOKLET HELPFUL.
IF YOU ARE MISSING ANY OF THE INGREDIENTS
FOR YOUR FAVORITE COCKTAIL RECIPES, GET
IN TOUCH WITH US.

Robert Seaver & Sons
ESTABLISHED 1796

279 WASHINGTON STREET
NEAR SCHOOL STREET
BOSTON · MASS.

Imported & Domestic

Old Boston Importers, Inc., Prop.
TELEPHONE CAPITOL 2215

LIQUORS · WINES · AND · CORDIALS

INDEX

GIN BASE

COCKTAILS

PAGE

Alexander 33
Bijou 7
Bronx 7
Clover Club 8
Dry Martini 8
Emerald Isle 34
Grapefruit Juice 8
Gin 8
Orange Blossom 9
Paradise 10
Pink Lady 10

LONG, TALL DRINKS

Gin Buck 13
Gin Fizz 14
Golden Fizz 14
Grenadine Fizz 14
Highball 14
Rickey 16
Royal Fizz 16
Strawberry Fizz 34
Tom Collins 16

PUNCHES

Gin Punch 19

●

RYE BASE

COCKTAILS

Manhattan 9
Old Fashioned 9
Sazerac 10

LONG, TALL DRINKS

Hawaii Cooler 14
Highball 14
Jap Fizz 16
Mint Julep 15
Rickey 16
Stone Fence 16
Whiskey Fizz 15

PUNCHES

PAGE

Milk Punch 20
Whiskey Punch 20

OTHER DRINKS

Egg Nog 36

●

BOURBON BASE

In nearly all the drinks where Rye Whiskey is specified, Bourbon Whiskey can be substituted. In fact, many people prefer the flavor of Bourbon to Rye. But suit yourself. Both are excellent. Here are two drinks where Bourbon is recommended instead of Rye.

COCKTAILS

Creole Lady 34
Sazerac 10

LONG, TALL DRINKS

Mint Julep 15

●

SCOTCH BASE

COCKTAILS

Sazerac 10

LONG, TALL DRINKS

Highball 14
Mamie Taylor 15
Scotch Nick 33

●

BASE OF PORT, SHERRY OR MADEIRA

COCKTAILS

Sherry 10

LONG, TALL DRINKS

Bishop 13
Port or Sherry Highball . . . 15
Port Wine Sangaree 33

PUNCHES

Port Wine Punch 20
Sherry Punch 20

LITHOGRAPHED IN U.S.A. BY THE AMERICAN LABEL CO., NEW YORK.